

R. H. Macy & Co.'s Attractions Are Their Low Prices.  
**Macy's**  
 87 West 4th St. 34th to 35th St.

### Women's \$30.00 Tailored Suits 3d Fl.

Strictly Tailored single and double-breasted models, made of imported blue and brown shadow-stripe broadcloth and plain black chiffon broadcloth; skirts very full and finished with two deep folds; regular sizes and sizes for small women. **\$19.74**

### Women's \$18.00 to \$22.00 Long Coats 3d Fl.

Coats designed for travelling, steamer or motoring wear; full loose models, made of handsome novelty mixtures; with close-fitting collars and fancy sleeves. **\$9.74**

### Women's Lawn Dressing Sacques 3d Fl.

Of colored lawn; made with pretty shaped collar; edged with lace; fitted backs, 79c. Of sheer colored lawn, tucked and fitted back; ruffle on sleeves; bottom of garment finished with Val. lace edging. 99c. Of sheer white lawn, full front, pleated back; embroidered ruffle on collar and sleeves. 1.24. Kimono Sacques of colored lawn; front finished with border of white lawn inserted with embroidery insertion; white lawn belt. 1.24. Of colored or very sheer white lawn—four different styles; some with scalloped-edge Camille sleeves, others edged with lace; all with belts. 1.39. Finer House Garments on display up to \$98.75.

## For Spring Sewing : : Splendid Savings

MAIN FLOOR DEPARTMENTS.

**B**ARGAIN news of fabrics and trimmings—with briefest mention of Silks. The big Silk Sale inaugurated a week ago continues, with underpricings of this sort readily accounting for its success:—

<b>\$3.00 All Silk Voiles, 48 to 56-inch; a yard</b>	<b>1.24</b>
<b>\$1.25 Printed Novelty Crepes, 23-inch; a yard</b>	<b>58c</b>
<b>\$1.00 Fancy Rough Pongees, 24-inch; a yard</b>	<b>49c</b>
<b>79c. Colored Satin Messaline; a yard</b>	<b>58c</b>
<b>89c. Black Beau de Cygne, 26-inch; a yard</b>	<b>64c</b>

That represents but a part of the remarkable underprice offerings in this Anniversary Sale of Silks—one of the most remarkable sales this Macy Silk organization has ever known.

### Black & Colored Dress Goods

2,500 YARDS OF FANCY SUITINGS in a variety of light and dark check and stripe effects; elsewhere 85c. a yard; this sale. **49c**

5,000 YARDS OF 43-INCH PANAMA, well made, evenly woven; shadow-stripe and shadow-check effects in black, navy, blue and brown; value \$1.00 a yard, sale. **67c**

BLACK STRIPED SERGES, 58 inches wide; in three different designs; \$2.00 quality, a yard. **\$1.37**

### Silk Embroidered Flannels 1st Fl.

FINE QUALITY WHITE WOOL FLANNELS, 34 inches wide; embroidered, hem-stitched and scalloped designs, with a variety of beautiful designs embroidered in white silk. Standard 50c. to \$1.35 a yard flannels; sale, per yard. **39c to 98c**

### 50c Plain Flannels at 34c

PLAIN WHITE SAXONY WOOL FLANNELS, 34 inches wide; suitable for women's and children's undergarments.

### Plain and Fancy White Goods 1st Fl.

25c Fabrics, 15c a Yard including dotted and checked Swisses, check effects; elsewhere 85c. a yard; this sale. **24c, 29c, 37c, 43c**

### 45c to 75c Fabrics, a Yard 29c

IMPORTED (FRENCH) WHITE CHIFFON BATISTE, 45 inches wide; perfect quality. This is a comparatively small lot—an importer's clearance.

### White Dress Linens Underprice 1st Fl.

3,000 YARDS ALL LINEN SUITINGS and WAISTINGS, pure white, 36 inches wide; elsewhere 35c. a yard; special here. **24c**

### Fresh, New Cotton Fabrics

3,000 YARDS 28-INCH PRINTED MULL, new and attractive designs, on light and dark grounds; yard. **16c**

3,000 YARDS 32-INCH FRENCH PERCALE, staple and novelty designs, on white and colored grounds; suitable for women's waists and dresses and men's shirts; a yard. **22c and 26c**

PRINTED SILK JACQUARD EOLIENNE, 4,000 yards; a beautiful lustrous fabric, with exquisite floral designs, on white and tinted grounds; also PRINTED SILK TISSUE, shadow printings, combined with floral patterns; both standard 50c. fabrics; this sale. **29c**

### Laces and Embroideries 1st Fl.

GERMAN and FRENCH VALENCIENNES edgings and insertions, in matched widths; ordinarily would sell at prices ranging from 35c. to 85c. a dozen yards; this sale. **24c, 29c, 37c, 43c**

VENISE (Machine-Made) LACES—insertions, galloons and bands, in white, cream and ecru; 1 1/2 to 5 inches wide; filet, imitation Irish and Cluny effects; regularly 48c. to 63c. a yard; this sale. **36c**

NAINSOOK and SWISS EMBROIDERIES, in matched widths; insertions with edges to match; 2 to 8 inches wide; choice patterns; sold only in strips of 4 1/2 yards; values up to 45c. a yard; sale. **8c to 24c**

### Imported Dress Trimmings at Half Price and Less 1st Fl.

In three lots—a collection of foreign Novelty Trimmings, providing the richest sale spread shown in this trimmings section in many a day:—**1.98 a Yard** Silk Applique Trimmings in floral designs. Spangled Bead and Bugle Applique Trimmings in combinations of gold, opalescent and pearl.

Black Embroidered Chiffon and Net Applique Trimmings. All desirable patterns; widths ranging up to 7 inches. IMPORTED TO SELL FROM **\$3.50 to \$7.50 A YARD.**

**74c a Yard** Persian Bands and Appliques, combined with gilt; Black Wood Fibre Silk Soutache; Passementeries and fillet effects, in widths up to 3 1/2 inches.

IMPORTED TO SELL FROM **\$1.25 to \$3.00 A YARD.**

**24c a Yard** Silk-embroidered Gilt Gauze Bands, Colored Appliques and Edges; also Persian Bands.

IMPORTED TO SELL FROM **50c. to 65c. A YARD.**

### Evening Coats and Wraps

Clearance of Imported and Domestic Garments at Decisive Reductions 3d Fl.

**A**t prices averaging half regular—our stock of evening garments, including Black and White Lace Wraps mounted over chiffon and taffeta linings; Long Broadcloth Coats in black and pastel colorings; Full-draping Garments effectively embroidered or trimmed with fancy braids, some with a contrast of color.

In Four Groups for the Clearance:—

**\$34.74**—For garments formerly priced up to \$74.75.  
**\$49.74**—For garments formerly priced up to \$119.00.  
**\$59.75**—For garments formerly priced up to \$143.00.  
**\$79.75**—For lace garments formerly priced up to \$149.00.

# 50th Anniversary

Crowning Fifty Years of Macy Store History With a Series of ANNIVERSARY SALES—The Most Remarkable Sales in the History of the Store.

A store's GOLDEN ANNIVERSARY calls for a FITTING CELEBRATION—purely along store lines.

For fifty years the Macy store has been COLLECTING AND DISTRIBUTING MERCHANDISE—doing it as SIMPLY as possible—buying for cash, selling for cash, giving no discounts, paying no commissions, avoiding theatrical devices, concerts, trading stamps—CAREFULLY avoiding all schemes that complicate storekeeping affairs and add to the selling prices of merchandise.

That system long ago gave Macy's ABSOLUTE UNDERSELLING SUPREMACY—a distinction enjoyed to-day because the old-established rules are still effective.

We knew of no more fitting way of celebrating the Golden Anniversary than by a SERIES OF SALES—a great distribution of seasonable merchandise SO MUCH UNDERPRICE THAT OUR PATRONS WOULD LONG REMEMBER THE FIFTIETH MILESTONE IN THE STORE'S CAREER.

We inaugurated the series two weeks ago. The records of those two weeks, we think, will stand.

For the weeks to come—while the series continues—we shall make and fulfil such promises of underpricing as are detailed in part on this page to-day.

### Down-Filled Pillows

at 59c—Unusual 3d Fl.

Topping a bit of exceptionally interesting news from the Art Needlework section—this offering of Pillows at 59c.

Several hundred of them, full size (24x24-inch), covered with muslin and filled snugly with odorless, dustless gray down.

In addition:—

FANCY SWISS PILLOWS, ready for use; covered with daintily colored Swiss, finished with double ruffle, filled with silk floss; special. **44c**

PILLOW SLIPS, hand-embroidered—eyelet and solid designs on sheer material; finished with hemstitched edge ruffles over saten covered pillow filled with silk floss. **\$1.49**

WAIST PATTERNS, stamped on lawn; in eyelet, solid, conventional and Wallachian designs; also in designs for lace insertion; with sufficient cotton floss for completing the embroidery. **39c**

STAMPED LINEN CENTREPIECES, in effective floral designs; with elaborate drawnwork and hemstitched edges; 30x30-inch; special. **\$1.98**

### Sale of Dress Shields 1st Fl.

DRESS SHIELDS, Waist and Regulation Style Shields, made of fine quality nainsook; light weight; washable; sizes 2, 3 and 4; each 7c. dozen. **79c**

DRESS SHIELDS, very fine quality, pure white Japanese silk; fully guaranteed; sizes 2, 3 and 4; each. **14c**

## Women's Undergarments: Savings in a Surplus Stock 3d Fl.

ONE of our manufacturers hastened his annual stock clearance and provided a splendid lot of garments for this week of our Anniversary Sales.

This way of co-operating—his way of expressing appreciation of the big stocks of his product this Macy store distributes every year. Undergarments made of nainsook and cambric, all daintily trimmed with lace, including:—

Night Gowns at 79c., 89c., 99c., and \$1.29.

Chemises at 69c., 79c., 89c. and \$1.29.

Drawers at 49c., 59c., 69c., 79c. and 99c.

Corset Covers at 49c., 59c., 69c., 79c., 99c.

Walking Skirts at 99c., \$1.29, \$1.49 and \$1.98.

### Fine Lots of French Underwear.

ABOUT 65 DOZEN CHEMISES, just through our Foreign Office, offered at prices no higher than you usually pay for domestic garments.

CHEMISES, of percale, hand embroidered; special. **79c. and 99c.**

CHEMISES, of nainsook, hand made and hand embroidered, with eyelets and ribbons; special. **99c. and \$1.19**

### Lawn and Batiste Waists. 3d Fl.

WAISTS, of sheer lawn, buttoned in back; front tucked to form graduated yoke; tucked collar and cuffs. **79c**

WAISTS of sheer lawn, two pretty models with embroidered yokes or lace insertion, trimmed or tucked below yoke, tucked back. **99c**

WAISTS of white lawn, three pretty and distinctive models, finished with lace insertions and embroidered medallions, trimmed cuffs and collars. **\$2.79**

WAISTS of batiste, entire front covered with Cluny lace insertions and edgings, yoke with Val. lace and tucked batiste medallions; trimmed back, sleeves, collar and cuffs. **\$2.97**

WAISTS of lawn and batiste, five different models, trimmed with fillet or Val. **\$7.50**

### Petty Prices for Petticoats 3d Fl.

**79c**—Petticoats made of stripe seersucker; made with deep circular flounce, finished with ruffle.

**99c**—Petticoats made of mercerized percale—in large black-and-white plaid pattern; two styles, finished with bias bands of black percale and fancy stitching.

**\$1.80**—Wool Moreen Petticoats, made with deep circular sectional flounces.

### SILK PETTICOATS, SPECIAL \$5.89

Made of heavy quality taffeta silk, in black and various colors, with deep sectional ruffle, shirred and rose ruche and silk underpiece.

Other Silk Petticoats on display up to **\$39.89.**

### 49c For Women's 75c Neckwear 1st Fl.

FANCY LACE GIBSON STOCKS, with bows and jabots trimmed with Val. lace. EMBROIDERED STOCKS AND BOWS, trimmed with lace.

WHITE NET STOCKS AND BOWS, Gibson style, trimmed with applique lace.

### Men's Dollar Undergarments 1st Fl.

Imported (French) Balbriggan Shirts and Drawers in natural gray; all sizes from 30 to 50; standard dollar garments from one of the foremost manufacturers in France. **69c**

### Apparel Prizes for the Tots. 3d Fl.

Not alone attractive from an underpricing viewpoint, but exceptionally so in style—every Bonnet, Hat and Coat concerned being a distinctly new model—an advance style:

FANCY STRAW BONNETS, trimmed with flowers and ribbons; 2 to 5-year sizes. **\$3.96**

MUSHROOM-SHAPE HATS, of fancy straws, prettily trimmed with flowers and ribbon; 2 to 5-year sizes. **\$5.96**

SERGE COATS, red or navy blue, double-breasted, trimmed with braid and fancy buttons; 2 to 4-year sizes. **\$5.97**

CLOTH COATS, red or navy blue, collarless effect, elaborately trimmed with fancy braid; 2 to 4-year sizes. **\$4.96**

STRIPED SERGE COATS, navy blue, hand-embroidered collar and cuffs, pearl buttons; 2 to 4-year sizes. **\$5.49**

WHITE LACE DRESSES, high or square neck, elaborately trimmed with lace insertion and edge, and ribbon bows; 2 to 4-year sizes. **\$1.98**

## Oriental Rugs Decisively Reduced 3d Fl.

IN no section of the store is the 50th Anniversary Sale Underpricing made along more radical lines than in this Oriental Rug Department.

Whether you seek a small and inexpensive Rug or a large and comparatively costly one this Anniversary Sale provides it at a price establishing a new mark in Oriental Rug underselling. The Rugs are perfect quality waves from our regular stocks—a fact to remember now that so many "fire sale" stocks of Oriental Rugs are being marketed by others.

Some of the reductions effective to-morrow:—

At \$29.74, Were \$44.74

At \$24.48, Were \$44.74

### Fine Quality Kermenshah Carpets

Specimens That Were \$365.00 Specimens That Were \$398.00 Specimens That Were \$494.00

### Miscellaneous Carpet Size Rugs

Gorovans, Mahals, Indian and Turkish weaves—in sizes ranging up to 12 1/2 x 18 feet. Grouped for easy choosing—and priced for a quick clearance—a collection of various Oriental Rugs—Characteristic reductions:—

Former price \$84.50 \$109.50 \$134.50 \$164.00 \$298.00

—Sale price \$59.50 \$84.50 \$98.50 \$124.00 \$198.00

### Window Shades & Curtain Rods 3d Fl.

Factory clearance lot of Holland and opaque Shades, 3x6-foot size, in all the popular colors; mounted on good spring rollers.

HOLLAND SHADES, in white, ecru and dark green; without fringe; 85c. grade, sale. **34c**

OPAQUE SHADES, without fringe, 30c. grade, 22c.; with fringe, 38c. grade, each. **26c**

BRASS EXTENSION RODS, 30 to 54 inch extension, 40c. 50c. —Value 18c. 27c. 40c. 50c. —Sale 11c. 19c. 29c. 32c

SASH CURTAIN RODS, 24 to 44 inch extension; usually 12c. and 18c. sale 7c. and 13c

ONE HUNDRED BAMBOO TABLES, 28 inches high, with 18-inch tops and under shelf; both covered with matting; \$2.00 value; special for Tuesday in the basement. **74c**

ALL-BRISTLE FLOOR BROOMS, polished blocks and handles; in the basement. **74c**

—12 in., black; regularly 79c.; sale. **54c**

—14 in., black; regularly \$1.19; sale. **67c**

MILL END OUTING FLANNELS, suitable for women's and children's wrappers and underwear; regularly sold at 10c. the yard; special Tuesday in the basement. **7c**

EMBROIDERED DOTTED BATISTE, excellent quality; very sheer, 27 inches wide; suitable for waists, dresses, fancy work, &c.; dotted in one size only, hence the reduction; special Tuesday in the basement. **9c**

MUSLIN FLOUNCINGS, 17 inches wide, for women's dresses and waists; values up to 70c. the yard; special Tuesday on the main floor, a yard. **49c**

WOMEN'S EMBROIDERED LAUNDERED COLLARS, choice of two patterns; made to sell at 25c.; special Tuesday on the main floor. **12c**

SHEER PERSIAN LAWN, 30 inches wide; fine, smooth, even weaves; excellent for shirtwaists, &c.; 15c. quality; special Tuesday on the main floor, a yard. **10c**

ADVANCE SPRING SUITS for small women, misses and junior girls, Madame Butterfly style, in handsome novelty mixtures, notched collar, fancy sleeve and single-breasted effects; new circular sleeves with deep fold; sizes 14, 16 and 18 years; \$15.50 values; special Tuesday, on the second floor. **\$13.74**

WAISTS, of mercerized batiste, hand-made princess yoke and collar, finished with fine tucks; special Tuesday on second floor. **\$2.97**

WAISTS, of large cross-bar lawn, strictly tailored, eight wide pleats on front; special Tuesday on 2d floor. **99c**

BOYS' SUITS, sailor and Russian blouse models, made of all worsted serge and mixed chevrot, sailor collar with embroidered emblems; sizes 7 1/2 to 10 years; special for Tuesday. **\$2.97**

BOYS' TUXEDO SUITS, of all worsted Venetian or unfinished worsted, with silk or serge lining, faced with grosgrain silk; broken sizes—8 to 16 years; actual value, \$10.00; special Tuesday. **\$3.49**

STAMPED LAWN WAIST PATTERNS, in plain effects and an assortment of eyelet, Wallachian and solid designs, also for lace insertion with sufficient cotton floss to complete embroidery; 99c. special Tuesday on the third floor.

STAMPED AND TINTED CUSHION TIE with lace, made of art materials, with floral, conventional and smother designs; also patterns for coronation braid; regularly 40c. each; special Tuesday on the third floor. **19c**

NOT ON MONDAY.

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**Macy's**  
 87 West 4th St. 34th to 35th St.

### Juvenile Autos 1/3 Underprice 3d Fl.

**R**EADY to-morrow, the sample line—65 Automobiles and Hand-cars—from one of our regular manufacturers.

No two designs alike, so details are out of the question. Enough to know that every design of "Car" this builder turns out is represented—many of them elaborate models of big machines.

Prices Ordinarily Range from \$5.94 to \$54.74 || Sale, \$3.97 to \$36.74

### \$20.77 Reclining Go-Carts

Second Floor, Balcony

Reed Reclining Go-Carts, with hoods—100 in all—with roll sides and foot rests; bodies in light or oak finish; 14-inch nutless wheels, with 5-8-inch rubber tires; porcelain handle; hood upholstered with good quality corduroy. Our regular price \$20.77; similar Go-Carts are on sale elsewhere for \$23.00. **\$14.94**

### Ironing Tables

Basement.

FOLDING IRONING TABLES, 5 feet long; sold elsewhere for \$1.25; for our Anniversary Sale special. **79c**

### Stein Racks

WEATHERED OAK STEIN RACKS, 100 in all, with mottoes in colored letters; racks are 20 inches high and 28 inches wide; ideal for the dining room; our regular price \$1.49. **69c**

## Fancy Linens: An Importer's Fancy Loss Reflected in These Sale Prices

ONE of the most interesting collections of Fancy Linens that ever came the Macy way for a Macy sale forms the star feature in our Linen section for this, the third week of our 50th Anniversary Sale. Involved are:

### French Hand-made Round Table Covers

with pure linen centres and Renaissance lace trimming. In all, 462 Covers—fresh, clean, perfect quality—and such prizes as a Linen store gets but once in years.

FOUR DIFFERENT SIZES—THESE QUALITIES:—

36-INCH TABLE COVERS—113 IN ALL.

67 Standard \$4.50 Grades at \$2.48 15 Standard \$5.00 Grades at \$2.98 31 Standard \$6.00 Covers \$3.98

45-INCH TABLE COVERS—97 IN ALL.

52 Covers, \$6 Values \$3.98 19 Covers, \$7 Values \$4.98 3 Covers, \$12.00 Values \$7.98

54-INCH TABLE COVERS—93 IN ALL.

55 Covers, \$8.50 val. \$4.49 45 Covers, \$9.00 val. \$5.98 31 Covers, \$11.00 val. \$6.98 2 Covers, \$14.00 val. \$8.98

72-INCH TABLE COVERS—149 IN ALL.

Number of Covers 93 14 23 8 11

Value \$12.00 \$14.00 \$15.00 \$18.00 \$20.00

Sale Price \$6.96 \$7.96 \$8.96 \$9.96 \$12.48

### Sparkling Cut Glass

Basement.

ONCE you become acquainted with our facilities for marketing rich Cut Glass you readily understand why we have no real competition in this particular line.

We are MANUFACTURERS of Cut Glass and distribute it DIRECT FROM OUR CUTTING WHEELS TO YOUR CRYSTAL CLOSETS.

Our glass cutting shops, on the eighth floor of our building,